

Krista Nicholds is a heritage conservation leader with a demonstrated capacity to achieve organizational goals by building mutually beneficial stakeholder relationships and optimizing available resources in values driven organizations that promote and secure the conservation of heritage resources. She has over five years' experience in advocacy, community outreach, historical research, technical report preparation, and organizational management in the heritage sector; and 17 years in leadership roles within a private printing manufacturing enterprise with national clients in a deadline-driven environment coordinating multiple projects and technical expertise. Experience in the following functional areas includes:

<i>Heritage Advocacy</i>	<i>Stakeholder Engagement</i>	<i>Organizational Strategy</i>
<ul style="list-style-type: none"> Archival research 	<ul style="list-style-type: none"> External relationship management 	<ul style="list-style-type: none"> Human resource management
<ul style="list-style-type: none"> Architectural history 	<ul style="list-style-type: none"> Outreach programming 	<ul style="list-style-type: none"> Operations management
<ul style="list-style-type: none"> Environmental and preservation law 	<ul style="list-style-type: none"> Educational programming 	<ul style="list-style-type: none"> Vendor management
<ul style="list-style-type: none"> Historic preservation financial and tax incentives 	<ul style="list-style-type: none"> Technical and customer service programming 	<ul style="list-style-type: none"> Marketing and branding strategy
<ul style="list-style-type: none"> Municipal land use policy and planning 		<ul style="list-style-type: none"> Online services
<ul style="list-style-type: none"> National, state, and local registration programs 		<ul style="list-style-type: none"> Governance
<ul style="list-style-type: none"> Report preparation and presentations 		<ul style="list-style-type: none"> Product and service development
<ul style="list-style-type: none"> Qualified by Secretary of the Interior's Standards for the Treatment of the Historic Properties 		<ul style="list-style-type: none"> Sales and business development

Selected Professional Accomplishments:

- Protected twenty historic buildings from demolition or significant alterations by establishing the first county-wide non-profit organization, which included setting up the organizational structure, governance model, advocacy agenda, branding and communications channels, and recruiting members and volunteers.
- Focused public and preservation communities' attention on historic resources and the tools for protecting them by developing partnerships to deliver educational programming with prominent organizations such as the American Planning Association, City of Los Angeles, Docomomo US, and Palm Springs' Modernism Week.
- Empowered residents and groups to save historic places they love by providing technical advice and coaching which led to grass-roots campaigns.
- Fostered support for strong preservation laws and incentives by testifying at the public hearings of city and state government several times annually, and as a consulting party to a federal environmental review process.
- Advocated for the preservation of heritage resources by analyzing the impact of development projects and verifying that local planning and building departments complied with municipal, state, and federal laws.
- Successfully listed historic places on municipal, state, and federal registries by submitting nominations which were the culmination of site study, documentation, research, analysis, writing, and presentation.
- Promoted awareness of the County of Orange, California building and landscape heritage to residents, tourists, and educational institutions by conceiving and leading the development of an online interactive map that identifies and describes hundreds of historic resources. (<https://preserveoc.org/historic-sites-map/>)
- Attracted over one thousand subscribers by originating and producing a quarterly online newsletter which delivered preservation news and original research about the historic built environment of Orange County, California.

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- Advised public sector industry council as board member and chair of sub-committee that oversaw the successful development of human resource tools for the printing industry to mitigate the disruption created by digital technology.
 - Positioned a company as a leader in the mid-size market in its product category, improved customer retention, secured new and larger customers, and provided a path to future growth by identifying and implementing new value-added services.
 - Achieved more C-level attention and deeper influence in customer organizations by formalizing the sales process, developing proposals and presentations and compelling their use throughout the sales organization.
 - Stabilized the primary revenue stream and established an annuity sales cycle by driving the adoption of multi-year contracts with customers. This resulted in more effective sales forecasting and production planning, and lead to a reduction in material costs.
 - Increased the company's market share in primary product categories with enhanced customer service and sales focus by conceiving of and managing the implementation of vertical sales and marketing strategy.
 - As board member and part of a small group of volunteers raised several hundred thousand dollars for a charity and substantially improved its base of donors with an innovative approach to a traditional charity event format.
 - Improved the governance of two non-profits by establishing criteria for committees and committee structure.

Employment History

ICF -- Los Angeles, CA On-Call Historian and Preservation Planner (contract) <i>Contribute research and writing to environmental reports.</i>	2022-present
Preserve Orange County -- Santa Ana, CA Executive Director (part-time) <i>Manage operations, communications, advocacy.</i>	2021- 2023
Janus Consultants -- Orange, CA Senior Architectural Historian (contract) <i>Lead researcher and co-author of register nominations and historic resources reports.</i>	2019- 2023
Kelly Sutherlin McLeod Architecture -- Long Beach, CA Historian (contract) <i>Conduct oral history interviews, site documentation, archival research; prepare register nominations and contribute to historic resource reports; provide professional testimony at public hearings.</i>	2016-present
Dolco Corporation – Ottawa, ON Executive Vice President Vice President, Central Region General Manager, Key Interactive Account Executive	1994-2012 2002-2012 2001-2002 1998-2001 1994-1998

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Education

Master of Heritage Conservation University of Southern California School of Architecture Los Angeles, California	2020
Master of Arts, Political Science/ Maitrise es arts, science politique University of Ottawa Ottawa, Ontario, Canada	1994
Honors Bachelor of Arts, Political Science University of Toronto, Trinity College Toronto, Ontario, Canada	1990

Volunteer Experience

Preserve Orange County, Santa Ana, California Member, Board of Directors Founding Board Member and President	2023- 2016-2020
Canadian Printing Industries Sector Council Director, Board of Directors Chair, HR Toolkit Committee Member, Program Advisory Committee	2011-2012 2010-2011 2008-2010
Algonquin College, Ottawa, Ontario, Canada Member, Board of Advisors, Print Media Program	2002-2010
Children's Bridge Foundation, Ottawa, Ontario, Canada Director, Board of Directors Vice President, Board of Directors Governance Committee chair	2006-2008 2007-2008 2006-2007

Awards

Tau Sigma Delta, University of Southern California Chapter Honor Society in Architecture and Allied Arts	2020
Anne Siebert Academic Scholarship for Historic Preservation Old Towne Preservation Association, Orange, CA	2016
Ottawa Business Journal <i>Forty Under Forty</i> Award	2005
Canadian Association of Family Enterprise and Canadian Institute of Chartered Accountants, Family Enterprise of the Year	2005

Publication

"Streamline Moderne in a Mission Town," in *Orange Countiana*, Orange County Historical Society, Volume XI, 2015.